

# DECLARATION and POWER OF ATTORNEY

Attorney's Docket No.

**US010548**

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled **IDENTIFICATION AND EVALUATION OF AUDIENCE EXPOSURE TO LOGOS IN A BROADCAST EVENT**, the specification of which (check one)

is attached hereto.

— was filed on \_\_\_\_\_ as Application Serial No. \_\_\_\_\_ and was amended on \_\_\_\_\_ (if applicable).

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by the amendment(s) referred to above.

I acknowledge the duty to disclose information which is material to the patentability of this application in accordance with Title 37, Code of Federal Regulation, 1.56(a).

I hereby claim foreign priority benefits under Title 35, United States Code, §119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

**PRIOR FOREIGN APPLICATION(S)**

COUNTRY	APPLICATION NUMBER	DATE OF FILING (DAY, MONTH, YEAR)	PRIORITY CLAIMED UNDER 35 U.S.C. §119

I hereby claim the benefit under Title 35, United States Code, §120 of any United States non-provisional application(s) and/or §119 of any United States provisional application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35 United States Code, §112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, §1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

PRIOR UNITED STATES APPLICATION(S)		
APPLICATION SERIAL NUMBER	FILING DATE	STATUS (PATENTED, PENDING, ABANDONED)

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

**POWER OF ATTORNEY:** As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith. (list name and registration number)

Jack E. Haken, Reg. No. 26,902

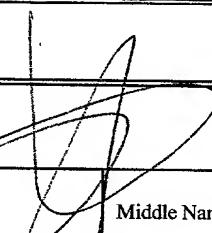
Michael E. Marion, Reg. No. 32,266

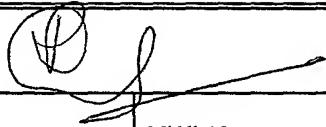
SEND CORRESPONDENCE TO:

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DIRECT TELEPHONE CALLS TO:

Gregory L. Thorne, Reg. No. 39,398  
(914) 333-9665

Dated:	10/25/2001	Inventor's Signature: 		
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Dated:	10 - 25-2001	Inventor's Signature: 		
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Atty. Docket

ERIC COHEN-SOLAL ET AL

US010548

Serial No.

Filed: CONCURRENTLY

Title: IDENTIFICATION AND EVALUATION OF AUDIENCE EXPOSURE TO LOGOS  
IN A BROADCAST EVENT

Commissioner for Patents  
Washington, D.C. 20231

APPOINTMENT OF ASSOCIATES

Sir:

The undersigned Attorney of Record hereby revokes all  
prior appointments (if any) of Associate Attorney(s) or Agent(s) in  
the above-captioned case and appoints:

**GREGORY L. THORNE** (Registration No. 39,398)  
c/o U.S. PHILIPS CORPORATION, Intellectual Property Department, 580  
White Plains Road, Tarrytown, New York 10591, his Associate  
Attorney(s)/Agent(s) with all the usual powers to prosecute the  
above-identified application and any division or continuation  
thereof, to make alterations and amendments therein, and to  
transact all business in the Patent and Trademark Office connected  
therewith.

ALL CORRESPONDENCE CONCERNING THIS APPLICATION AND THE  
LETTERS PATENT WHEN GRANTED SHOULD BE ADDRESSED TO THE UNDERSIGNED  
ATTORNEY OF RECORD.

Respectfully,



Michael E. Marion, Reg. 32,266  
Attorney of Record

Dated at Tarrytown, New York  
this 12<sup>th</sup> day of November, 2001.